

ConnectON Asset Mapping News Spring 2022

2021 was an exciting year of growth for ConnectON! Through new and renewed partnerships, we have expanded geographically, added new sectors and regions. There is an ever growing list of examples where ConnectON has supported a range of initiatives. How will you use ConnectON in 2022?

“The ConnectON Tool provides valuable insights to the Western Ontario Wardens’ Caucus and our member Economic Developers, adding another tool to the box for increasing investment attraction to the region. By mapping the sector assets, we are able to have insight as to where food processing and manufacturing occurs, and where there are gaps. In turn, this will lead to targeted investment attraction, to fill gaps within the value chain and offer existing business the ability to grow within the Province.”

Kate Burns Gallagher, Executive Director Economic Development, Western Ontario Wardens’ Caucus

Much has been accomplished—here is what you need to know!

2021 Project Highlights

Western Ontario Project in Partnership with the Western Ontario Wardens’ Caucus

Through our partnership with the **Western Ontario Wardens’ Caucus**, Western Ontario was added to the ConnectON map! This included mapping agri-food and manufacturing assets for 10 new municipalities and updating data for 5 existing partner municipalities. Over 80 users in Western Ontario have access to the platform with 32, 486 data points mapped.

Northern Ontario Project in Partnership with the Northern Policy Institute

In partnership with the **Northern Policy Institute**, Northern Ontario was added to the ConnectON map completing the provincial picture in the platform! Agri-food and manufacturing assets were mapped for 11 districts and 6 separated cities. Also, a tourism pilot project was completed in tandem with the project, adding a third sector for Northern Ontario. This work was led by our tourism steering committee, a special thank you to Kevin Eshkawkogan – *Indigenous Tourism Ontario*, Ryan Reynard – *Lake of the Woods Business Incentive Corporation*, David MacLachlan – *Destination Northern Ontario*, Anna Demarchi-Meyers – *Halton Region*, and Chuck Thibeault – *Central Counties Tourism*. As a result of the overall project, 6, 945 assets were mapped in Northern Ontario.

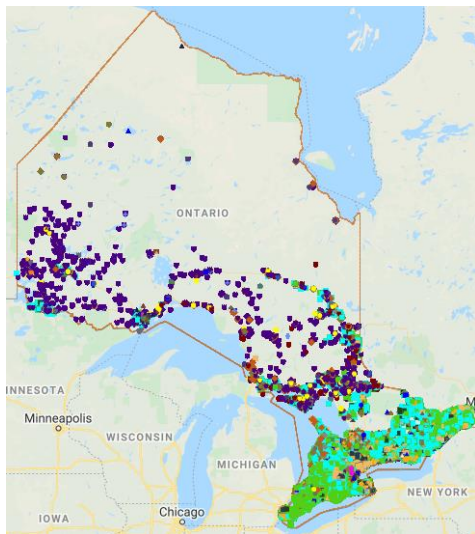
Data Refresh

Keeping data current is important for maintaining data quality. Through 2021 the ConnectON team worked hard to refresh key data sources that could be used by all partners, and with individual municipalities on refreshing their municipal data. Here are the results:

| Data Source/Area | Asset Count |
|---|-------------|
| OMAFRA Farm Business Registration (FBR) | 43, 971 |
| Advanced Manufacturing: Province Wide | 5, 384 |
| Halton Region | 5, 448 |
| City of Hamilton | 4, 530 |
| City of Belleville | 227 |
| City of Quinte West | 232 |

Please contact Nicole Winter at nicolecourtneywinter@gmail.com to get started on your data refresh!

2021 Overview



2021 was a year of growth and expansion for ConnectON! To summarize 2021, several system enhancements were made to the platform and ConnectON expanded to include 27 new areas and 125 new users. Between the data refreshes for existing partners and the 2 projects, we have over **60 areas** mapped resulting in **250+ users** engaged with the platform.

Across all three sectors ConnectON has a total of **116, 403 assets** mapped.

Through our continued partnerships and collaborations ConnectON is always growing.

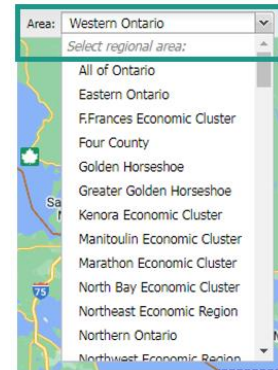
Data Sharing Agreements and Addendum

We are pleased to report a new data sharing agreement with OMAFRA and the GHFFA was signed, providing our partners access to farm, food and beverage data through the ConnectON platform. An addendum and updated appendices to the ConnectON Data Sharing Agreement between the GHFFA and municipal partners aligns both agreements. The changes are minor and include added definitions and clarity around the use of the OMAFRA data by partners and “associates” (ie. consultants that may be hired by partners). These are welcome updates and do not change the intent of the Data Sharing Agreement in any way. Please do not hesitate to contact us with any questions.

ConnectON System Enhancements

New Regional Views

To support regional collaboration and partnerships, and with the addition of Western and Northern Ontario; 24 new regional views have been added to the ConnectON platform. A regional view for Western Ontario, inclusive of the WOWC member municipalities was established, and a regional view of Northern Ontario was added. Also, regional views such as regional tourism organizations and economic clusters were created. Check out the new regional views in the *Area* drop down menu.



Data Source Added to Asset Information

Another recent system enhancement was the addition of the *Data Source* to the *Asset Information*. This is an excellent reference to have readily available in the asset information, as it allows users to identify the source of the data: a municipality; a third party; an open source; a federal, provincial or other government agency; OMAFRA's farm business registry; or an Indigenous data source. This information can be accessed by clicking the *Asset Identifier* in the *Toolbar* and then clicking on a dot on the map.



Asset Information

| Asset ID | Name | Status | Business Phone | Address | Longitude | Latitude | NAICS | Industry | MunID | Data Source Index |
|--------------|------------------------------|--------|----------------|---|-----------|----------|--------|-----------|-------|-------------------|
| 520000000361 | Ivanhoe Lake Provincial Park | Active | undefined | 170 Ivanhoe Lake Road, Foleyet, ON, P0M 1T0 | -82.6268 | 48.07716 | 712190 | Agri-food | 52000 | 3 Open Source |

New Resources

User Guide and Video Tutorials

The ConnectON team has recently updated the ConnectON User Guide to reflect the system enhancements that have been made in the platform. Be sure to check out the video tutorials on how to use the various features and tools in the ConnectON platform, see Appendix D: Additional Resources in the User Guide or click the links below.

- Introduction to ConnectON: <https://youtu.be/jwLNBxgzSyk>
- Tour of ConnectON Tool: <https://youtu.be/OKDD8KFKXzs>
- Infrastructure Overlays and Base Maps: https://youtu.be/WHyJO_NUrm8
- Navigating the Toolbar: <https://youtu.be/Ya3QaIUB6LE>

ConnectON Data Upload Template

The ConnectON team has made updates to the data upload template to reflect the new geographic areas added to ConnectON.

Please contact Nicole Winter at nicolecourtneywinter@gmail.com for a copy of the ConnectON User Guide and ConnectON Data Upload Template.

ConnectON User Training

This summer the ConnectON team will be offering virtual training to users across Ontario. The training is open to all users and while it is not mandatory it is encouraged. Watch for more information on timing, topics and how to sign up.